

**IN THE CLAIMS**

For the convenience of the Examiner, all claims have been presented whether or not an amendment has been made. The claims have been amended as follows:

1. **(Currently Amended)** A method of using the Internet to provide return labels to customers for facilitating returns of merchandise, comprising the steps of:

receiving, from a customer, an electronic request via a web access tool associated with the customer, the electronic request requesting to initiate return processing of merchandise having been purchased by the customer in a prior purchase transaction;

in response to receiving the electronic request **to initiate return processing** from the customer, accessing a database to obtain transaction information associated with the customer, the transaction information identifying at least one item of merchandise having been purchased by the customer in a prior purchase transaction;

displaying, to the customer via the web access tool, the transaction information comprising a list of the at least one item of merchandise having been purchased by the customer in the prior purchase transaction;

receiving an electronic selection, from the customer, via the web access tool, the electronic selection identifying a particular item of merchandise included in the list of at least one item of merchandise having been purchased by the customer in the prior purchase transaction, the electronic selection comprising a click on the particular item of merchandise in the list displayed to the customer **and identifying the particular item of merchandise for returns processing; and**

**in response to receiving the electronic selection comprising the click on the particular item of merchandise in the list of merchandise, initiating a returns process for the particular item of merchandise selected by the consumer from the list of merchandise purchased by the consumer in a prior purchase transaction, the returns process initiated by a returns server; and**

in response to receiving the electronic selection from the customer of the particular item of merchandise having been purchased by the customer in the prior purchase transaction, generating data for printing a return label for the particular item of merchandise selected by the customer.

2. **(Original)** The method of Claim 1, wherein the displaying step is performed by displaying a return information web page.

3. **(Original)** The method of Claim 2, further comprising the step, performed after the receiving step, of displaying a return confirmation message on a new web page.

4. **(Original)** The method of Claim 1, further comprising the step, performed after the receiving step, of displaying a return confirmation message on the return information web page.

5. **(Currently Amended)** ~~The method of Claim 1, further comprising the step of~~ A method of using the Internet to provide return labels to customers for facilitating returns of merchandise, comprising the steps of:

receiving, from a customer, an electronic request via a web access tool associated with the customer, the electronic request requesting to initiate return processing of merchandise having been purchased by the customer in a prior purchase transaction;

in response to receiving the electronic request from the customer, accessing a database to obtain transaction information associated with the customer, the transaction information identifying at least one item of merchandise having been purchased by the customer in a prior purchase transaction;

displaying, to the customer via the web access tool, the transaction information comprising a list of the at least one item of merchandise having been purchased by the customer in the prior purchase transaction;

receiving an electronic selection, from the customer, via the web access tool, the electronic selection identifying a particular item of merchandise included in the list of at least one item of merchandise having been purchased by the customer in the prior purchase transaction, the electronic selection comprising a click on the particular item of merchandise in the list displayed to the customer;

in response to receiving the electronic selection from the customer of the particular item of merchandise having been purchased by the customer in the prior purchase transaction, generating data for printing a return label for the particular item of merchandise selected by the customer; and

accessing a database to obtain customer information about the customer, and wherein the displaying step includes displaying at least part of the customer information.

6. **(Canceled)**

7. **(Original)** The method of Claim 1, further comprising the step of accessing a database to obtain merchant return rules.

8. **(Original)** The method of Claim 7, wherein the displaying step includes displaying at least one of the merchant return rules.

9. **(Canceled)**

10. **(Currently Amended)** The method of Claim 1, further comprising the step, performed prior to the ~~downloading~~ generating step, of determining whether the return is valid.

11. **(Original)** The method of Claim 10, further comprising the step of notifying the customer of an invalid return.

12. **(Previously Presented)** The method of Claim 10, wherein the step of determining whether the return is valid is performed by accessing one or more returns rules associated with the merchant.

13. **(Original)** The method of Claim 1, further comprising the step of notifying a merchant of the return item.

14. **(Original)** The method of Claim 1, further comprising the step of notifying a merchant of information about the customer.

15. **(Original)** The method of Claim 1, further comprising the step of downloading the data for printing a return label to the web access tool.

16. **(Original)** The method of Claim 1, further comprising the step of delivering data about the return to a customer account record.

17. **(Withdrawn)** An on-line merchandise return system; comprising a computer system programmed to:

receive, from a customer, a request to initiate return processing via a web access tool associated with the customer; and

generate data for a return label in response to the request.

18. **(Withdrawn)** The on-line merchandise return system of Claim 17, wherein the system is further programmed to download the data for a return label to the web access tool.

19. **(Withdrawn)** A computer product for providing return labels to customers to facilitate returns of merchandise, the computer product having instructions for:

receiving, from a customer, a request to initiate return processing via a web access tool associated with the customer; and

generating data for a return label in response to the request.

20. **(Withdrawn)** The computer product of Claim 19, further having instructions for downloading the data for a return label to the web access tool.

21. **(Withdrawn)** A method of using the Internet to provide return labels to customers for facilitating returns of merchandise, comprising the steps of:

collecting transaction data from at least one merchant, the transaction data representing at least one purchase of an item by a customer from the merchant;

receiving a request to return the item, via a web access tool associated with the customer; and

generating data for a return label.

22. **(Withdrawn)** The method of Claim 21, further comprising the step of downloading the data for a return label to the web access tool.

23. **(Withdrawn)** An on-line merchandise return system; comprising a computer system programmed to:

collect transaction data from at least one merchant, the transaction data representing at least one purchase of an item by a customer from the merchant;

receive a request to return the item, via a web access tool associated with the customer; and

generate data for a return label.

24. **(Withdrawn)** The return system of Claim 23, wherein the computer system is further programmed to download the data for a return label to the web access tool.

25. **(Withdrawn)** A computer product for providing return labels to customers to facilitate returns of merchandise, the computer product having instructions for:

collecting transaction data from at least one merchant, the transaction data representing at least one purchase of an item by a customer from the merchant;

receiving a request to return the item, via a web access tool associated with the customer; and

generating data for a return label.

26. **(Withdrawn)** The computer product of Claim 25, wherein the instructions are further for downloading the data for a return label to the web access tool.

27. **(Withdrawn)** A method for electronically providing a return label to a customer that wishes to return an item previously purchased from a merchant, comprising the steps of:

initiating a return transaction in response to a return request from the customer via the Internet;

wherein the return request identifies at least an item to be returned and the customer; generating a return label based on the initiating step; and

providing the shipping label to the customer in electronic form.

28. **(Withdrawn)** The method of Claim 27, wherein the providing step is performed by downloading data representing the shipping label to the customer via the Internet.

29. **(Currently Amended)** The method of ~~Claim 5~~, Claim 1 further comprising:

accessing a database to obtain customer information about the customer; and  
wherein the displaying step includes displaying at least part of the customer information; and

wherein the customer information comprises customer-specific credit information or customer-specific shipping information.

30. **(Previously Presented)** The method of Claim 1, further comprising:  
in response to receiving the electronic selection from the customer of the particular item of merchandise having been purchased by the customer in the prior purchase transaction, updating a customer profile associated with the customer.

31. **(Currently Amended)** The method of Claim 1, further comprising electronically sending a notification to a merchant associated with the particular item of merchandise of the pending return, the notification identifying the customer and the particular item of merchandise.

32. **(Currently Amended)** A method of using the Internet to provide return labels to customers for facilitating returns of merchandise, comprising the steps of:

receiving, from a customer, an electronic request via a web access tool associated with the customer, the electronic request requesting to initiate return processing of merchandise having been purchased by the customer in a prior purchase transaction;

in response to receiving the electronic request from the customer, accessing a customer profile associated with the customer, the customer profile comprising customer-specific credit information or customer-specific shipping information;

in response to receiving the electronic request **to initiate return processing** from the customer, accessing a database to obtain transaction information associated with the customer, the transaction information identifying at least one item of merchandise having been purchased by the customer in a prior purchase transaction;

displaying, to the customer via the web access tool, the transaction information comprising a list of the at least one item of merchandise having been purchased by the customer in the prior purchase transaction;

receiving an electronic selection, from the customer, via the web access tool, the electronic selection identifying a particular item of merchandise included in the list of at least one item of merchandise having been purchased by the customer in the prior purchase transaction, the electronic selection comprising a click on the particular item of merchandise in the list displayed to the customer **and identifying the particular item of merchandise for returns processing**;

**in response to receiving the electronic selection comprising the click on the particular item of merchandise in the list of merchandise, initiating a returns process for the particular item of merchandise selected by the consumer from the list of merchandise purchased by the consumer in a prior purchase transaction, the returns process initiated by a returns server**;

in response to receiving the electronic selection from the customer of the particular item of merchandise having been purchased by the customer in the prior purchase transaction, generating data for printing a return label for the particular item of merchandise selected by the customer;

in response to receiving the electronic selection from the customer of the particular item of merchandise having been purchased by the customer in the prior purchase transaction, updating the customer profile associated with the customer; and

sending a notification to a merchant associated with the particular item of merchandise of the pending return, the notification identifying the customer and the particular item of merchandise.